

# Notice of Allowability

Application No.

10/649,449

Examiner

Stevan A. Resan

Applicant(s)

CRUM, JESSE D.

Art Unit

1773

## -- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. ☒ This communication is responsive to Amendment and interview.
2. ☒ The allowed claim(s) is/are 1-3 and 5.
3. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
  - a) ☐ All b) ☐ Some\* c) ☐ None of the:
    1. ☐ Certified copies of the priority documents have been received.
    2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
    3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

\* Certified copies not received: \_\_\_\_\_.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.

**THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.**

4. ☐ A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
  5. ☐ CORRECTED DRAWINGS ( as "replacement sheets") must be submitted.
    - (a) ☐ including changes required by the Notice of Draftsperson's Patent Drawing Review ( PTO-948) attached
      - 1) ☐ hereto or 2) ☐ to Paper No./Mail Date \_\_\_\_\_.
    - (b) ☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date \_\_\_\_\_.
- Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).
6. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

## Attachment(s)

1. ☐ Notice of References Cited (PTO-892)
2. ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3. ☐ Information Disclosure Statements (PTO-1449 or PTO/SB/08), Paper No./Mail Date \_\_\_\_\_
4. ☐ Examiner's Comment Regarding Requirement for Deposit of Biological Material
5. ☐ Notice of Informal Patent Application (PTO-152)
6. ☒ Interview Summary (PTO-413), Paper No./Mail Date 14 September 2005.
7. ☒ Examiner's Amendment/Comment
8. ☒ Examiner's Statement of Reasons for Allowance
9. ☐ Other \_\_\_\_\_.

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1. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it **MUST** be submitted no later than the payment of the issue fee.

2. Authorization for this examiner's amendment was given in a telephone interview with Michael C. Maier on 14 September 2005.

Claim 1 has been amended to read as follows:

"1. A business, personal or marketing communication piece, comprising;  
a substrate having first and second faces, first and second longitudinally extending side edges , and first and second transversely extending end edges,  
said first face having a variably applied magnetic portion that is printed or imaged directly onto said substrate for use in accentuating a message, marketing theme or event as well as a non magnetic portion of non ferromagnetic indicia, each of said portions convey unique information,  
said magnetic portion having a thickness of less than 25 mils and is UV cured from a UV curable ferromagnetic slurry wherein said UV curable ferromagnetic slurry includes ferrite powder ranging from about 50 to about 90% by weight of said slurry, a

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cornstarch stabilizer ranging from about 5 to about 20 % by weight of said slurry and a varnish ranging from about 15 to about 30% by weight of said slurry;


and wherein said ferromagnetic slurry is applied to said substrate in a variable pattern to accentuate a message, marketing theme or event in order to create a personalized magnetic communication on said substrate through use of printing or imaging rollers to create a communication piece having a variably applied magnetic portion that is printed or imaged directly onto said substrate as well as a non magnetic portion, each of said portions convey unique information. "

Claim 3 has been amended at line 2 to delete "material" and replace it with "slurry".

3. The following is an examiner's statement of reasons for allowance:

The claim has been deemed allowable on the basis of the improvement of adding cornstarch to the slurry to give better bonding or adhesion to a substrate during printing or imaging operations.

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

  
STEVAN A. RESAN  
PRIMARY EXAMINER